

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

--	--	--	--	--	--	--	--	--	--	--	--

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

BMR 2024 – UNDERSTANDING CONSUMERS

(All sections / Groups)

16 OCTOBER 2018
2.30 p.m - 4.30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 3 pages with 5 Questions only.
2. Attempt **FOUR (4)** out of **FIVE (5)** questions . All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Short Essay

Answer any **FOUR (4)** questions only.

Question 1

a) It is undeniable that customer loyalty is vital for long-term customer relationships. Why it is more expensive to win new customers than to retain existing ones? Explain **FOUR (4)** reasons in detail.

(16 Marks)

b)



Source: BeautifulDay's website

- i) Based on the above image, what ritual is this? (2 Marks)
- ii) Do marketers consider this ritualistic behaviour as another opportunity to create market offerings? (7 Marks)

(Total: 25 marks)

Question 2

a) There is a consumer behaviour concept related to a consumer's personality of "openness to experiences" to a new market offering. What is the concept and explain it thoroughly with examples. (10 Marks)

Continued

b) Some marketers succeed in the market place by confusing the consumers with “me-too” products. In your opinion, what is this strategy? Explain THREE (3) strategic applications for this strategy to be successful. (15 marks)

(Total: 25 marks)

Question 3

a) Consumer perception of risk varies, depending on the person, the product, the situation, and the culture. However, consumers can also reduce perceived risk. What are the THREE (3) methods to reduce purchase-related risk? (15 Marks)

b) The image below shows Dato' Lee Chong Wei (a well-known Malaysian professional badminton player) in a 100 Plus advertisement. Based on your understanding, what consumer behaviour strategy was applied when including him in the advertisement and why? (10 marks)

(Total: 25 Marks)



Source: Dato' Lee Chong Wei's official Facebook

Continued

Question 4

For this question, please refer to the short scenario as below:

Many children have been educated to offer seats on a bus to older persons because older persons are generally physically weaker. One day, Augustine, on board a bus, saw an elderly man standing in the aisle. He offered his seat to him, but this man refused the offer stating that he was once a state athlete. Augustine felt ignorant and guilty....

- a) In your opinion, what is this perception? Briefly explain it by referring to the above scenario. (5 Marks)
- b) What are the **THREE (3)** factors that probably trigger the perception mentioned in Question 4 (a)? (15 Marks)
- c) Based on your understanding, should Augustine feel guilty? (5 Marks)

(Total: 25 marks)

Question 5

- a) In the consumer behaviour, it is argued that people's attitudes are shaped by "functions". Changing people attitudes should be done by assessing their specific functions. Explain the **FOUR (4)** functions in detail. (16 Marks)
- b) In countries like China, children viewed as "six-pocket receivers". The consumer behaviour experts claim that children should be viewed as another promising segment in the market. What are the **THREE (3)** markets of children that marketers can target? (9 Marks)

(Total: 25 marks)

End of Page